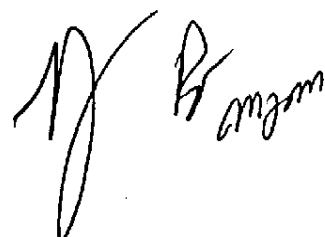


To: Maney, F, Richards, M, Mitchell, Greg, Grossberg, S, Dibenedetto, Charles A.
From: Groll, A P.
Posted: 7/23/97 14:22
Opened: 7/25/97 14:22
Subject: DPC / NY



Gentlemen,

The New York chain division will "test" a single carton, \$.25 off / Pack DPC program for 5 Winston Box styles in our accounts only (see attached). Two carton displays@ \$.25 off / Pack will be available at direct accounts for your sales reps' use with their subjobbers. Single carton and 2 carton display availability will be communicated ASAP.

Attachment:

Slide #4 can be used by territory reps to prebook single cartons to retail.

Slide #5 can be used to prebook 2 carton displays from direct accounts to subjobbers.

Artie

CC: Moulton, G, Mallardi, J, Perez, F J., McHugh, Michael, Young, Mark

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